

THE DIRECTOR OF  
CENTRAL INTELLIGENCE

National Intelligence Council

5 May 1982

NOTE FOR: Harry Rowen

THROUGH :



STAT

SUBJECT : Keeping up with the Joneses

Our quarterly report on NIC production plans would attract more readers if it was more attractively packaged, as many such DDI and DIA reports are. As Mr. Casey says, "people look at our product, they don't read it". The addition of a blue hard cover would make for greater attractiveness, cause people to look and might tempt a few readers to read what is inside.

A handwritten signature in cursive script, appearing to read "Dave".

Dave Gries